

Marketing Education – Coordinated Plans of Study for ND Career and Technical Education or Academic Scholarships					
Marketing Career Cluster					
Professional Sales/Merchandising/Marketing Communication			Marketing Management		
Course Code	Description	No. of Credits	Course Code	Description	No. of Credits
04080/14230	Principles of Marketing/ Business Fundamentals	½ or 1	04080/14230	Principles of Marketing/ Business Fundamentals	½ or 1
04210	Marketing I	1	04081	Principles of Finance	½
04215	Marketing II	1	04082	Business Finance	½ or 1
04223	Management	1	04110	Principles of Entrepreneurship	½ or 1
04235	Social Media Marketing	½ or 1	04111	Entrepreneurship	½ or 1
04239	Principles of Sports & Entertainment Marketing	½	04210	Marketing I	1
04240	Sports & Entertainment Marketing	½ or 1	04215	Marketing II	1
04310	International Marketing	½	04223	Management	1
04290	School Based Enterprise	½ or 1	04235	Social Media Marketing	½ or 1
04999	Cooperative Work Experience	½ or 1	04290	School Based Enterprise	½ or 1
			04999	Cooperative Work Experience	½ or 1
Must complete at least 2 credits			Must complete at least 2 credits		

High School of Business		
Business Management & Administration Career Cluster		
General Management		
Course Code	Description	No. of Credits
04311	HSB – Leadership for Business	½
04312	HSB – Wealth Management	½
04313	HSB – Principles of Business	½
04314	HSB – Business Economics	½
04315	HSB – Principles of Marketing	½
04316	HSB – Principles of Finance	½
04317	HSB – Principles of Management	½
04318	HSB – Business Strategies	½
Credential required to teach these HSB courses: CTE Marketing or Business Education <b>AND</b> High Schools of Business training		
Must complete at least 2 credits		